



HANSEN BEVERAGE COMPANY

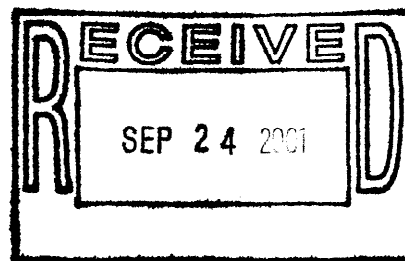
1010 Railroad Street
Corona, California 92882

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September 12, 2001

Certified Mail – Return Receipt Requested

Food & Drug Administration
Office of Nutritional Products,
Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
200 "C" Street, SW
Washington DC 20204



Dear Sirs:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21U.S.C.343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21CFR101.93, that Hansen Beverage Company of 1010 Railroad Street, Corona, California 92882, has commenced marketing a dietary supplement bearing the following statement on the label and/or in the labeling:

Text of Claim:

energy
Energy Supplement
Power Formula
Feel the Power!

Whether you're a world class athlete striving to maximize your performance or a weekend warrior looking for a competitive edge, you want to perform at your best.

Hansen's® energy Power Formula™ is specially formulated with our energy base ingredients plus Glutamine, one of the most popular power building supplements. Hansen's® energy Power Formula™ is a refreshing, great tasting, lightly carbonated, tropical flavored energy drink. Add Hansen's® energy Power Formula™ to your training regime today.

It's the Real Deal!™

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Ingredients that are subject of claim:

High Fructose Corn Syrup
Glucose
Taurine
L-Glutamine
Ascorbic Acid
Panax Ginseng
Gum Arabic
Caffeine
Guarana Extract
Niacinamide
Beta Carotene
Riboflavin
Pyridoxine Hydrochloride
Cyanobalamin

Name of Supplement:

Hansen's® - energy – Power Formula

We hereby certify that the information contained in the above notice is complete and accurate, and that Hansens Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,

HANSENS BEVERAGE COMPANY



Mark Hall
Senior Vice President

MH:bv